System, Method and Computer Program Product for Analyzing E-Commerce Competition

Abstract

A system, method and computer program product for analyzing e-commerce competition is disclosed. The method involves collecting pages that are commonly transmitted over a computer network (e.g., the Internet, an institutional intranet, etc.), collecting external data, which may or may not be available on the computer network, processing the collected pages and content, and scoring the pages based on all the information collected to determine statistics. The statistics are analyzed for providing benchmarks that compare an entity's presence on the computer network and compares it to the presence of other entities.

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